



**City of Scottsdale  
Tourism Advisory Task Force  
Regular Meeting  
MARKED AGENDA**

9:00 a.m., Wednesday, March 18, 2015  
Arizona State University SkySong,  
1475 North Scottsdale Road, Scottsdale, AZ 85257  
Global Conference Room: 201

**1. Call to Order/Roll Call/Introductions – 9:03AM**

Chairman John Holdsworth	Kathy Duley
Vice Chairman Matthew Wright	Richard Hayslip-12:25PM
Cory Baker	Taryl O'Shea
Kate Birchler	Susan Potje-ABSENT
Andrew Chippindall	Fred Unger

**2. Public Comment**

Citizens may address the members of the Tourism Advisory Task Force during "Public Comment." This time is reserved for citizen comments regarding non-agendized items. However, Arizona State law prohibits the Tourism Advisory Task Force from discussing or taking action on an item that is not on the prepared agenda.

**REBECCA HELLER MADE A PUBLIC COMMENT IN REGARDS TO THE WESTERN SPIRIT SCOTTSDALE'S MUSEUM OF THE WEST.**

**3. Approval of Minutes**

Task Force discussion and possible action to approve the December 17, 2014 regular meeting minutes.

**TASK FORCE MEMBER UNGER MOVED TO APPROVE THE DECEMBER 17, 2014 MINUTES. SECONDED BY MEMBER WRIGHT. MOTION CARRIED BY A VOTE OF 9-0.**

**4. Tourism Advisory Task Force Annual Report**

Task Force discussion and possible recommendation regarding TATF annual report  
Staff Contact: Steve Geiogamah

**TASK FORCE MEMBER HAYSLIP MOVED TO APPROVE THE TOURISM ADVISORY TASK FORCE ANNUAL REPORT. SECONDED BY MEMBER BAKER. MOTION CARRIED BY A VOTE OF 9-0.**



5. **Tourism Plan Updates**

Staff presentation and TATF discussion and possible recommendations regarding the following Tourism Plan initiatives:

- Research Program-Longwoods
- Downtown Economic Plan
- Event Animation Activation
- Event Marketing & Sponsorship Feasibility Study

6. **AZ Central & Civic Center Mall Renovation Project**

Presentation and task force discussion and possible recommendations regarding the AZ Central and Civic Center Mall renovation projects and how the projects provide venue and attendance for Downtown events.

Presenter: Valeri LeBlanc, PLACES Consulting

Staff Contact: Steve Geiogamah, Dan Worth, Executive Director Public Works, Gary Meyer, Project Manager

**BREAK**

**10:05AM-10:33AM**

7. **Plan Priority and Recalibration – Tourism Today**

Task Force discussion and possible recommendation regarding the prioritization of the Tourism Development & Marketing Strategic Plan

Moderator: Valeri LeBlanc, PLACES Consulting

8. **Tourism Development and Marketing Strategic Plan- Year 2 Engagement Plans**

Task Force discussion and possible recommendation regarding task force member(s) engagement plan(s):

- Generational Change
- Crisis Response Reserve
- World Class Biking
- Downtown Events & Festival

Moderator: Valeri LeBlanc, PLACES Consulting

9. **Identification of Future Agenda Items**

The public body may not discuss, deliberate, or take legal action on any matter in the “Identification of Future Agenda Items” unless the specific matter is properly noticed for legal action.

10. **Adjournment – 12:35PM**

**Next scheduled meeting is June 17, 2015**



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING HOLLI SHANNON 480-312-2728 OR [HSHANNON@SCOTTSDALEAZ.GOV](mailto:HSHANNON@SCOTTSDALEAZ.GOV). REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE, TO ALLOW TIME TO ARRANGE THE ACCOMMODATION.